

Communication, Consciousness Raising and Public Involvement IGA – Initial

Issues:

1. Limited public awareness of both transportation options and funding and the relationship to economic growth.
2. Lack of public participation in the policy and long range planning process results in incomplete representation and/or duplication of projects.
3. Continuing education of the public on how to get involved, why to get involved, and how to localize broader issues for your constituents.
4. Limited public and legislative awareness of both transportation options and funding, and the relationship to economic growth (job market).
5. Lack of awareness of transportation funding crisis.
6. Lack of understanding of transportation terms and the decision making process.
7. Agencies making announcement and getting information out is involvement, but is not necessarily engagement with the public.
8. Identifying competing interests and getting their input from the competing interests.
9. Lack of efficient two-way communication flow between state and local levels regarding priorities.

Goals:

1. Need to conduct a meaningful, ongoing (legislative) local public information campaign and involvement process and integrate outcomes into the regional or state transportation planning process.
2. Develop a clear, consistent (and accurate) message and communication strategy regarding the transportation system and overcome barriers to reaching underrepresented audiences.
3. Find new ways to engage the private sector in the transportation planning process.
4. Educate transportation professionals (and students) on the need for effective public, private, and media involvement and how to implement.
5. We need to develop a process to engage the public early, often and in a meaningful way.
6. Identify and build local and state context of crisis in communities and state.
7. Facilitate a greater sense of ownership by all citizens including educating students about transportation at a younger age.
8. Create a government culture at all levels, where listening is as important as speaking.

Actions:

1. Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.
2. Establish performance measures for effectiveness of the public involvement process and evaluate those measures.
3. Create a speakers bureau that includes MDOT, MML CRAM, legislators, transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.
4. Conduct research to define the target audience and develop an understanding of who they are and what are their needs.

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5. Improve coordination of public involvement and education programs at state, county and local levels to reduce duplication and address gaps.
6. Develop a comprehensive strategy to increase awareness of the current transportation funding crisis.
7. Create a formal mechanism that allows for effective two-way communication to the public in a timely manner.
8. Examine and improve mechanism allowing for easy, on-going input and feedback from the public including informing the public of the availability of auxiliary, aids and services and inviting the public from the beginning.